

## Claims

Sub A 1

1. Video telephone apparatus comprising image pick-up means for picking up the image of an object and generating a transmit picture signal according to the image of the object, communication means for transmitting and receiving said transmit picture signal and a receive picture signal, and display means for displaying video information based on the receive picture signal received from said communication means, characterized in that said video telephone apparatus comprises detector means for detecting the orientation of said video telephone apparatus and a rotating means for rotating the orientation of an image in at least either of said transmit picture signal and said receive picture signal.

2. Video telephone apparatus according to claim 1, characterized in that detector means for detecting the orientation of said video telephone apparatus has image pick-up direction detector means for detecting the vertical direction of said iii.

3. Video telephone apparatus according to claim 1, characterized in that detector means for detecting the orientation of said video telephone apparatus has display direction detector means for detecting the vertical direction of said display means.

4. Video telephone apparatus according to any of the claims 1 through 3, characterized in that said rotating means has

transmit image rotating means for performing rotation processing on said transmit picture signal based on the orientation of said video telephone apparatus.

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5. Video telephone apparatus according to any of the claims 1 through 4, characterized in that said rotating means has receive image rotating means for performing rotation processing on said receive picture signal based on the orientation of said video telephone apparatus.

6. Video telephone apparatus according to any of the claims 1 through 5, characterized in that said video telephone apparatus comprises a first receiver means for regenerating a receive audio signal received from said communication means, a second receiver means for regenerating the receive audio signal received from said communication means to a signal level different from that of the first receiver means, and a receiver selector means for switching between said first receiver means and said second receiver means based on the orientation of said video telephone apparatus.

7. Video telephone apparatus according to any of the claims 1 through 6, characterized in that said video telephone apparatus comprises a first transmitter means for converting voice data into an electric signal to generate a transmit audio signal, a second transmitter means for converting voice data into an electric signal to generate a transmit audio signal whose signal level differs from that of the first receiver means,

and a transmitter selector means for switching between said first transmitter means and said second transmitter means based on the orientation of said video telephone apparatus.

8. Video telephone apparatus according to claim 6, characterized in that said receiver selector means has picked-up image receiver means for switching between said first receiver means and said second receiver means based on the vertical direction of image pick-up means detected by image pick-up means detector means.

9. Video telephone apparatus according to claim 6, characterized in that said receiver selector means is display receiver selector means and switches between said first receiver means and said second receiver means based on the vertical direction or horizontal direction of the display means detected by display means detector means.

10. Video telephone apparatus according to claim 7, characterized in that said transmitter selector means has picked-up image transmitter means for switching between said first transmitter means and said second transmitter means based on the vertical direction of image pick-up means detected by image pick-up means detector means.

11. Video telephone apparatus according to claim 7, characterized in that said transmitter selector means has display transmitter selector means for switching between said first transmitter means and said second transmitter means based

on the vertical direction of display means detected by display  
means detector means.

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